

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

Fine, Fresh and Dependable Assortments for Fall and Winter Clothing

A Well-to-Do Active Business Man Without Realizing It

dropped into what became a habit of wearing shabby clothes and dilapidated shoes, saying to his wife and grown-up children, who reminded him of it now and again, that he knew it was so, but he was too busy.

Finally his wife, ashamed of his neglectfulness and, what appeared to his neighbors, miserliness, persuaded her son to send to a responsible tailor for samples of cloths and cassimeres, from which she, like the good mothering wife she was, selected such as pleased her, and insisted that the son invite a responsible tailoring man to his father's office at his most suitable hour, show the two or three samples of materials she preferred, and get him to choose one and be measured for the making. Surprised as he was, it all worked out finely.

All the good man needed was to get his unselfish mind a minute or two upon himself.

The Wanamaker London Shop did the rest, and the man was once again in his right mind and clothed properly for the position he occupied, and felt better in pleasing his family.

Well, in a nutshell, his friends, as they saw him passing on the street, said: "What has come over Mr. _____? He looks six years younger than he did last year." No getting over facts.

Curious thing, that London Shop, on the Gallery, near the Chestnut Street middle entrance, is very much favored, with its staunch and well-satisfied patronage.

(Signed) 

Oct. 10, 1919.

Little Furs of Beaver

Not so very little, either, for one can get neckpieces in the shape of long throw ties, as well as the little chokers one associates with this soft brown fur, not to mention lots of things in between. Choker collars at \$50. Throw ties at \$60. Novelty scarfs—one with a tasseled end is \$95. Collarettes with turnover collars, \$100. Mufflers with double ball dangles, \$75. Long scarfs, \$150. Capes with collars, \$85. While muffs to match may be had at prices varying from \$60 for a canteen shape to \$140 for a pillow muff. (Second Floor, Chestnut)

Crepe de Chine and Other Waists

A quite delightful sort just arrived has close tucks in the front, pearl ball buttons and a good deal of fagoting. The silk—in white and flesh—is uncommonly good for \$8.75. Another tucked waist with big pearl buttons is \$6.85. This may be had in flesh, white, black and navy. A Georgette model in navy and brown has bisque-piping and heavy soutache braiding, \$13.50. (Third Floor, Central)

The Color for Plaid Skirts Is Certainly Blue or Brown

Sometimes one, sometimes the other predominates, and again both colors are so harmoniously blended in the same skirt that it is hard to tell which is more prominent. Beginning at \$16.50 there are some pretty plaid skirts with gathers all around. From \$22.50 to \$27.50 one may have various attractive plaid models. At \$25 and \$27.50 are skirts in prunella block-plaids and others with a vicuna finish. Neither of these latter models has plaits. They are quite straight, with very new lines and in beautiful colorings. (First Floor, Central)

Woven Dotted Veilings the Newest of All

They are especially effective and becoming with the fashionable turban-shaped hats, and there is a surprising variety in the styles. In some the mesh is hexagon, in others diamond shaped, and often the dots are arranged in diamond form on a hexagon mesh. And you may have almost any color you choose—black, navy, brown and so on, \$1 to \$1.75 a yard. A trench mesh without the dots is 85c a yard. (Main Floor, Central)

Well Ahead of Cold Weather Come More Fine Coatings

This time it is especially the lovely soft-finished cloths that are so graceful in draped coats and so very warm. They are made of the finest, softest wool, and there are velours, silvertones, bolivias and camel-hair coatings chiefly in all the new shades, both light and dark. They are 6 1/2 inches wide and priced from \$4 to \$14 a yard. (First Floor, Chestnut)

STAR electrical vibrators are among new arrivals in the House Furnishing Store. They cost only \$5 and are most excellent little affairs. Ask the expert in attendance to demonstrate them for you. (Fourth Floor, Central)

NEW polychrome mirrors are great favorites and are coming in steadily. They include oval, oblong and square frames, and prices start at \$10. (Fifth Floor, Market)

THERE seems no end to the requests for women's black, open-work stockings, whether for day or evening. Prices are from \$5 for styled effects to \$8 for lace pattern. Italian silk stockings, which are worn all over, are in white, black and navy. (First Floor, Market)

Beautiful Gifts Are Made From the New Ribbons

To show what may be done by clever fingers, we have filled a case full of the delightfully feminine gifts that ribbons may be used for. Among others are exquisite lamp shades, pillow coverings, boudoir caps, sachets, garters, doll pin-cushions, work bags and trimming work baskets. (Main Floor, Central)

Satin Slippers
The exclusive Little Boot Shop has plenty of them today—both black and white. They have long pumps, slender Louis heels, and cost \$12 and \$13. (First Floor, Market)

Time For All the Girls and Young Women to Be Thinking of New Suits and Coats and Dresses



Gay as Autumn Leaves Are the New \$10 to \$15 Hats for Women

Ready to top off smart new suits—to add just the final piquant touch to one's Winter costume—come these lovely new hats.

Plume-Trimmed Hats for Dress
Great, wide-brimmed hats of velvet or soft hatter's plush, finished with curled or uncurled feathers about the brim, and often drooping from the brim, as Paris decrees this year. Plenty of the fashionable browns and many purple and black and blue hats, too. Many have the new soft crowns, and brims have the most becoming lines.

Other Dress Hats, Too—
some of velvet, some of the glossy hatter's plush, some trimmed with flowers, some of dark, rich velvets with the underbrim embroidered in silk of lighter hue.

Ever So Many Small Hats—
for the small hat has lost not a whit of its popularity—or becomingness—and for general wear or suit wear there is nothing quite so effective as a small hat. These have upturned brims, are often embroidered and sometimes trimmed with bows or flowers or feathers. All the fashionable shapes and colors are included, of course. (Second Floor, Chestnut)

The Boys' Fall Suits Are Here and None Better Anywhere

It pays to buy Wanamaker clothes for your boy, because Wanamaker boys' clothing has in it the fundamentals of service, and these are dependable materials and a particularly careful sort of tailor work. Along with these they carry the advantages of being modeled on the best lines. The Fall suits we are now showing could have been made "cheaper," but they could not have been made better and sold for the same prices—\$15 to \$35—in 8 to 18 year sizes. Norfolk styles in a full variety of models, colors and patterns. A specially good group of suits with seats and knees of trousers and elbows of coats re-enforced to stand heavy wear at \$16.50 to \$22.50, in sizes 8 to 18 years. (Second Floor, Central)

New Crystal Clocks Timely for Wedding Gifts

Such clocks always have been and probably always will be among the favorite gifts for brides. They are not only an ornament to a room, but they are excellent timepieces as well. With brass and gold finish and hour and half hour striking movements, \$27 to \$72. (Clock Store, Main Floor, Chestnut)

Sturdy Traveling Bags of Brown Cowhide

At two prices, both moderate as luggage prices go today. One style at \$12.75 and the other at \$16.75, the latter a somewhat roomier shape and leather lined. Both well made and good looking and with good brass trimmings. And both in 16 and 18 inch sizes. (West Aisle)

Rintintin and Ninette Make Their Appearance Again

—this time in sterling silver, at \$1.25 a pair, and of silver in gay, enameled effects, at \$4 a pair. Or you may have them on bracelets of silver, with colored enamel slides and the little French figure as charms at the ends. \$5. They are supposed to be quite lucky and it's the present fad to wear them 'round the neck on a ribbon or chain, or on the wrist. (Main Floor, Chestnut and Thirteenth)

"Where's the Candy?"

If that's what they ask you when you come home Saturday afternoons, here are some delectable tid bits to offer them—
Cocoanut crisp wafers, 50c a pound.
Peanut squares, 50c a pound.
Chocolate-covered nougat, 50c a pound.
Nut or other caramels, 80c a pound.
Jordan almonds, \$1 a pound.
(Candy Store, Main Floor, Chestnut)

Smart New Suits Between \$37.50 and \$57.50

At \$37.50 are sports suits of burr-ella cloth in brown and purple; well cut, practical suits of good style.
At \$42.50 one may have suits of the popular chevrona cloth in the new brick shade; these are made in sports style, but with new long, V-shaped pockets, narrow belts and plain skirts.
At \$43.50 are suits for dress or better wear—made of soft wool velours in the fashionable reindeer, brown and navy blue. Made with the new length coats, collars to be worn high or low, and finished with narrow belts.
At \$45 attractive suits of silvertone velour in deep blue or the popular brown. Copied from much more expensive suits, these suits are made to button high at the neck, have patch pockets and are belted at the waist line.
At \$46.50 is a smart new blouse model of wool velour in brown or blue or reindeer; finished with chenille stitching and narrow belts crossed in front.
At \$57.50 is another velour suit with deep shawl collar of nutria fur and daintily lined with peau de cygne to match the blue or brown velour.

New Coats in Many Styles at \$28.50 to \$90

\$28.50 for silvertone velour coats, half lined with silk and in a good style with large collar belted at the waist and button trimmed.
\$32.50 for navy blue coats of Melton cloth with deep patch pockets and notch collars—sports models in three-quarter-length, tailored like a man's coat. For country, sports or school wear.
\$35 for attractive velour coats in plain colors, lined throughout and finished with tiny tucks and panel in back; belted across the front with narrow belt.
\$42.50 for silvertone velour coats, half lined with satin, and made with large collars. Two flap pockets.
\$67.50 for fine velour coats in reindeer, brown and navy blue, and finished with deep collar and cuffs of lustrous Hudson seal (dyed muskrat).
\$90 for handsome coats of silvertone velour, lined throughout with fancy silks, and finished with deep collar of Hudson seal (dyed muskrat). In brown or dark blue.

Plenty of New Blue Serge Dresses

\$35 for smart little serge frocks with black satin vests, trimmed with braid in square effect on the bodice and new skirt; or another style with deep pointed tunic.
\$32.50 for other serge dresses trimmed with black silk braid and narrow tucks. New round neck.
\$40 for an extremely effective serge dress with square neck, trimmed with fancy stitching and finished with wide straps of the serge in novel arrangement on blouse and skirt.
All in 14 to 20 year sizes. (Second Floor, Chestnut)

For Boys and Girls—New Books

"Shasta of the Wolves," by Olaf Baker, \$1.75. The tale of a very little Indian boy who has a wolf foster-mother and wolf foster-brothers. Sympathetically illustrated by Charles Livingston Bull.
"Captain Lucy in France," by Aline Havard, \$1.50. A new issue in the "Army Girl Series."
"The Wonder of War in the Holy Land," by Francis Rolt-Wheeler, \$1.50. A book with the glamour of the East upon it.
"A Little Maid of Old Philadelphia," by Alice Turner Curtis, \$1.25. A Revolutionary story with Lafayette in it.
"Jed's Boy," by Warren Lee Goss, \$1.50. A book full of war and action.
"A Peep at the Front," by Inez N. McFee, \$1.25. Describes the fighting and living conditions and omits the horrors.
"Babs at Birchwood," by Alice Ross Colver, \$1.50. Tells of a girl from the Maine woods who spends a winter near New York.
"Golden Dicky," by Marshall Saunders, \$1.50. The story of a valiant little canary.
"The Boys' Airplane Book," by A. Frederick Collins, \$1.50. Gives the history, construction and uses of the airplane.
"Comrade Rosalie," by Mary Constance DuBois, \$1.50. A spirited story with its scene laid in Northern France in wartime.



Men, Now Is the Time and Here Are the Clothes

It takes good materials, good knowledge of design and good tailorwork to make a good suit of clothes or overcoat, and it cannot be good if any of these is left out. All three have gone to the making of the men's Fall suits and overcoats that we are ready to show you tomorrow, and the garments prove it by their looks and they will prove it still more in service. The special models for young men are very handsome and exemplify all that is best in fashion just now. Suits, \$32 to \$75. Overcoats, \$32 to \$50. (Third Floor, Market)

The Way Men Bought These Madras Shirts at \$2.65

when we put them on sale last Saturday showed such a great demand for them that we procured a fresh lot for tomorrow. But it is no wonder they went out fast. They are made of good woven madras, in pleasing striped designs, and the soft cuffs are reversible, giving double wear. At \$2.65 they are unusual value. (Main Floor, Market)

New Lot of 65c Neckties in Autumn Patterns

We wish we could get more of these ties, but they come in limited quantities. They are generous four-in-hands of good silk and in good variety of designs. Other new fall neckwear up to \$3.50, for the ties of fine Spitalfields London silk. (Main Floor, Market)

Men's Soft Hats of Agreeable Diversity

in color, shape and material. When a man buys a soft hat he wants it to be rather distinctive. He is entitled to a wide selection, and we have seen that he has it. Here are soft hats of many shapes, from the carelessly graceful to the conservative, and in many colors, from light to dark. Smooth fabrics or rough fabrics, as you like. Prices \$5 to \$12. (Main Floor, Market)

Handsome New Silk Scarfs for Evening Wear

Of a beautiful quality Chinese silk, these kerchiefs are all in creamy white, with artistic, woven designs. Hemstitched by hand, with deep hems, they are made to be folded several times and be worn to protect the collar and throat. \$8 each. (Main Floor, Handkerchief Store)

A Man Will Want to Start the Season With New Gloves

Capeskin gloves in tan and brown shades, outseam sewn and finished with spearpoint embroidery, \$2.75 a pair; and a still better grade capeskin with self or black embroidery is \$3.50 a pair. Natural color chamois gloves, \$3 a pair. Genuine buckskin gloves in olive drab and tan shades, outseam sewn and with spearpoint embroidery, \$4.25 a pair. Mocha gloves in gray, \$4.75 a pair. (Main Floor, Central, or Market)

Men's Handkerchiefs \$6.50 a Dozen

They are good handkerchiefs, of honest Irish flax, firmly woven and snowy. Made in the plain hemstitched style that is always in good taste and finished with narrow hems. (West Aisle)

Next to a Man Comes His Underwear—

and just now his underwear is the subject of some thought, for at this time many men put on Fall weights. Medium weight natural merino shirts and drawers, \$2 to \$4.60 a garment. Medium weight white cotton shirts and drawers, \$1.25 a garment. Medium weight white and ecru ribbed cotton union suits, \$2.50 to \$7 each. Medium weight natural merino union suits, \$3.75 to \$10 each. Winter weight natural merino union suits, \$5 to \$12 each. All in both regular and "short stout" sizes. (Main Floor, Market)

Men's Good Style Shoes at \$9 and \$10

These are styles that will appeal particularly to young men, and at present shoe prices they are very modestly marked. At \$9 are two models, one black calfskin with a wing tip and the other in tan calfskin with a straight tip. At \$10 there is a tan calfskin with a wing tip. All high lace shoes made on English lasts. (Main Floor, Market)

"In the twilight of life, when old and precious memories are sweet to recall, music finds many echoes in the heart."

Music is a wonderful bridge to span the years with. Over it friends of long ago come trooping safely to keep one company. Every one worth while loves music, but to older folk it is a special joy. It is they who appreciate to the fullest extent the companionship of

The Ampico Reproducing Piano

It was not so long ago that people had to wait for music until some one came in who could play the piano. Then the player-piano came, and what a blessing it has been! And now we have the Ampico reproducing piano, the most marvelous instrument of an astonishing age. Now, on quiet Darby-and-Joan evenings, or when friends drop in, or when, on happy holiday occasions the old family circle forms again, there is music—glorious music. Splendid operatic or other classical compositions, or dear, haunting little tunes of the long-ago. Each played, not as luck supplies the performer, but by a master hand—that of a Godowski, a Buhlig, a Vollavy—with all the perfection of the virtuoso's technique and all the fire of his genius. The children's children who are growing up in that family know no other music than fine music, correctly played. With some feeling a customer told us the other day of the first evening he had played an Ampico reproducing piano in his home. "My parents live with me," he said, "and while they are, of course, very fond of each other, I never noticed any sentiment about them. They are 'Roman parents' and I took it for granted that they had outgrown that sort of thing. "The other night, when the Ampico was playing, the old folks were sitting side by side in a corner of the room. I had put on a roll of some old-fashioned melody, I can't recall the name, and after a moment I saw Father reach out slyly and take Mother's hand. There they sat, hand in hand, like a pair of blessed children."

Ampico reproducing pianos are sold at Wanamaker's only in Philadelphia. Schickering-Ampico uprights, \$1800. Schomacker-Ampico uprights, \$1600. Haines Bros. Ampico uprights, \$1150. Marshall & Wendell Ampico uprights \$1050. The celebrated Knabe Ampico uprights, \$1750. Chickerling-Ampico grands, \$2850, \$3050 and \$3300. The celebrated Knabe-Ampico grands, \$2850, \$3050 and \$3300. The above are all electrically operated, but we have, also, the Marshall & Wendell foot pump Ampico at \$775. (Chestnut Hall, Second Floor)

The Holland Bulbs Are Here!

Everybody who wants a bulb garden for the Spring knows that bulbs must be in before frost has a chance to harden the ground. Crocuses, 25c a dozen; \$1.50 the 100; \$12 the 1000. Tulips, 50c dozen; \$3.25 the 100; \$27 the 1000. Daffodils, 50c the dozen; \$3.25 the 100; \$27 the 1000. Hyacinths, 75c the dozen; \$4.50 the 100; \$40 the 1000. Freesias, 35c the dozen; \$2.25 the 100; \$20 the 1000.

For Indoors Blooming
Paper-white Narcissi, 50c a dozen.
Chinese lilies, 15c each; \$1.50 a dozen.
Pebbles, 5c a package. (Fourth Floor, Central)

Philippine Embroidered Chemises

Fifteen new styles of envelope chemises may be had for \$3.85, \$4.50, \$4.75 and \$5.50. This means several styles at each price—all especially dainty—note their embroidery. (Third Floor, Central)

In the Matter of Inexpensive Rugs

we are especially well provided. All these can be recommended for their good looks and their good service. **Klearflax Linen Rugs** (In solid colors) 9x12 ft., \$46 6x9 ft., \$24 8x10 ft., \$35 9x15 ft., \$58

Tapestry Brussels Rugs 9x12 ft., \$32.50 8.8x10.6 ft., \$31.50

Velvet Rugs 9x12 ft., \$50 and \$56

Woolen Fiber Rugs 9x12 ft., \$18, \$23.50 and \$25 8.8x10.6 ft., \$17, \$21 and \$23.50 (Third Floor, Market)